

California CalFresh Outreach Plan FFY 2013 and FFY 2014 Summary

Operation 51 of California's 58 counties

Funded Outreach Partners:

- ✚ California Association of Food Banks
- ✚ Catholic Charities of California
- ✚ Clinica Sierra Vista
- ✚ Chico Research Foundation
- ✚ 211 Infoline San Diego
- ✚ Redwood Health Coalition
- ✚ Santa Ynez Valley –People Helping People
- ✚ Public Health Institute (PHI)
- ✚ Runyon, Saltzman & Einhorn, Inc. (RS&E)

Collaboration:

- ✚ 3080 Community Based Organizations
- ✚ California Department of Aging
- ✚ California Department of Health Care Services
- ✚ Employment Development Department
- ✚ WIC

Proposed:

- ✚ Answer **500,000** phone calls
- ✚ Distribute **1.5 million** pieces of promotional material
- ✚ Table at **4,000** Events
- ✚ Conduct **850** Training Events
- ✚ Train **17,000** Individuals
- ✚ Prescreen **1 million** Individuals
- ✚ Assist **100,000** Household Applications
- ✚ Assist **30,000** Household Applications Online
- ✚ Provide Follow Up Assistance to **55,000** Households

Budget:

- ✚ FFY 2013 State Share - \$13.5 million
- ✚ FFY 2013 Federal Share - \$12.1 million
- ✚ FFY 2014 State Share - \$14.5 million
- ✚ FFY 2014 – Federal Share - \$12.9 million

Estimated CalFresh Benefits:

- ✚ > \$141.4 million in **annual** CalFresh benefits to California

Materials Developed:

- ✚ CalFresh Promotion Outdoor Ad
- ✚ CalFresh TV spot
- ✚ Print and Distribute Restaurant Meals Brochure in English & Spanish
- ✚ CalFresh Outreach Resource Kit for CWDs
- ✚ Lay out and distribute 300 CalFresh Outreach Toolkits